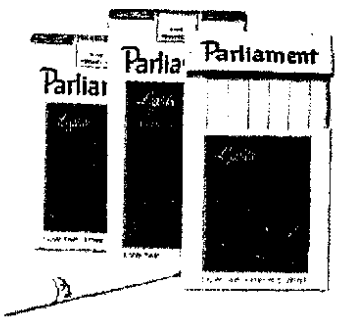
Manufacturer's Coupon | Offer Expires 6/30/96

$1.50 OFF

when you buy
a carton
or 4 packs of
Parliament Lights



99999999999999

PARLIAMENT
Lights

Enjoy your savings today.

2071449176

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NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 440 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

SMOKER'S SURVEY
PO BOX 4162
SCHAUMBURG IL 60168-9974

▲ FOLD FOLD ▲

PLD-1-SC-1.5D

©Philip Morris Inc. 1995

Kings: Box 8 mg "tar," 0.7 mg nicotine; Soft 9 mg "tar," 0.7 mg nicotine –
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

PARLIAMENT
Lights

2071449177

CONSUMER: Limit – one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A, CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840. ©Philip Morris Inc.1996.

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DETACH COUPON. MOISTEN AND SEAL HERE.

PARLIAMENT LIGHTS SURVEY

Throughout the year, we'd like to send you special offers. To help us get to know you better and find out what offers would interest you, we'd appreciate it if you'd take just a few minutes to complete and return the following postage-paid survey. This survey is for smokers ages 21 and over. On behalf of everyone at Parliament Lights, thanks for your help.

go B. Mohawk Solio matte Text

99999999999999
Mr. John A. Sample
123 Main Street
Anytown, US 12345

Fold C Fold C

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand...? (Check one.)
☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium
☐ Full Flavor

6. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand?
☐ Less than 1 yr ☐ 2 to 3 yrs ☐ Over 5 yrs
☐ 1 to 2 yrs ☐ 3 to 5 yrs

8. What, if any, was your previous brand?

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
Fold B
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Kent	☐ Salem
☐ Basic	☐ Kool	☐ Sterling
☐ Benson& Hedges	☐ Magna	☐ Store/ Generic
☐ Best Buy	☐ Marlboro	☐ Superslims
Fold A ☐ Best Value	☐ Merit	☐ True
☐ Bristol	☐ Misty	☐ Vantage
☐ Bucks	☐ Monarch	☐ Vicertoy
☐ Cambridge	☐ Montclair	☐ Virginia Slims
☐ Camel	☐ More	☐ Winston
☐ Capri	☐ Newport	☐ None
☐ Carlton	☐ Now	☐ Other (brand)
☐ Doral	☐ Parliament	_____
☐ GPC	☐ Pyramid	
	☐ Raleigh Extra	

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name # of Packs

13. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain ☐ Neighborhood Grocery
☐ Convenience/Gas ☐ Drugstore/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices? Fold B

I look for special offers for my regular brand...
☐ Frequently ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand...
☐ Frequently ☐ Occasionally ☐ Never

15. Which of the following best describes you? (Check one.)
☐ White ☐ African-American ☐ Hispanic
☐ Asian ☐ American Indian ☐ Other

16. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name

Birth Date Regular Brand Fold A

First Name M.I. Last Name

Birth Date Regular Brand

We personally assure you that no name will be sold and we will not permit the use of a name by any company that is not affiliated with Philip Morris.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (re

X _____ 2071449178

Birth Date (required) __/__/__ Today's Date __/__/__

WHEN COMPLETE, FOLD WHERE INDICATED. MAKE CERTAIN RETURN ADDRESS APPEARS ON OUTSIDE.

Source: https://www.industrydocuments.ucsf.edu/docs/ztcm0004

2071449178A

Outer Env.

Bo ib. Cover

APPROVED PAPER DUMMY

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